



**FOR IMMEDIATE RELEASE**  
**June 12, 2012**

**CITY AWARDED \$20,000 LET'S PLAY GRANT FROM  
DR PEPPER SNAPPLE GROUP AND NATIONAL NON-PROFIT KaBOOM! AFTER  
BEING NAMED PLAYFUL CITY USA COMMUNITY**

**Riverdale, Georgia June 12, 2012** – Dr. Pepper Snapple Group (DPS) and national non-profit KaBOOM! awarded the City of Riverdale a \$20,000 Let's Play City Construction Grant as announced June 4<sup>th</sup>. Riverdale received the grant because it was selected as a 2012 Playful City USA community by KaBOOM! on May 1<sup>st</sup> and will use the grant to build a new playground with community involvement.

The grant is part of Let's Play, a community partnership led by Dr. Pepper Snapple Group to get kids and families active nationwide. In 2011, as part of the Let's Play Initiative, Dr. Pepper Snapple Group made a \$15 million, three-year commitment to KaBOOM! The objective is to ensure there is a great place to play within walking distance of every child. Together through the Let's Play Initiative, Dr Pepper Snapple Group and KaBOOM! will build or renovate 2,000 playgrounds by the end of 2013. It is estimated that this partnership will serve more than five million children across the nation.

"The City of Riverdale is very fortunate to receive this grant during these challenging economic times. I and the rest of the city council thank Councilmember Kenny Ruffin for his efforts to secure this grant," stated Mayor Evelyn Wynn-Dixon. "He has been working on this grant for the past two years and his hard work finally paid off." said Mayor Wynn-Dixon.

Riverdale applied for 2012 Playful City USA recognition and also submitted a Let's Play grant application to Dr. Pepper Snapple Group and KaBOOM!. Riverdale was selected as one of 25 Playful City USA communities to receive a Let's Play City Construction Grant among the 213 communities that earned Playful City USA status in 2012.

The Let's Play City Construction Grant will be used to purchase and construct a playground for children ages 6 to 12 which will compliment a second play area designed for children ages 2-6. These play areas will be located in 5,800 square feet of Phase 1 of a newly constructed park in Riverdale. Children will be able to access this area whenever the park is open (dusk to dawn).

**About The City of Riverdale**

The City of Riverdale is located in Clayton County, Georgia and has a population of 15,134. It is the second largest city in Clayton County and is situated about ten minutes from the Atlanta Hartsfield Jackson International Airport. Riverdale was incorporated in 1908 and is governed by a mayor and four city council members.

Riverdale opened a "state of the art" new city hall, 1500 seat amphitheater and a 40,000 square feet multipurpose center that offers rental space for all occasions to include weddings, anniversary, birthday, graduation and family reunions and other celebrations. Interested patrons may contact 770-909-5300 for reservations.

### **About Dr Pepper Snapple Group**

Dr Pepper Snapple Group (NYSE: DPS) is a leading producer of flavored beverages in North America and the Caribbean. Our success is fueled by more than 50 brands that are synonymous with refreshment, fun and flavor. We have 6 of the top 10 non-cola soft drinks, and 11 of our 14 leading brands are No. 1 in their flavor categories. In addition to our flagship Dr Pepper and Snapple brands, our portfolio includes 7UP, A&W, Canada Dry, Clamato, Crush, Hawaiian Punch, Peñafiel, Mott's, Mr & Mrs T mixers, Rose's, Schweppes, Squirt and Sunkist Soda. To learn more about our iconic brands and Plano, Texas-based company, please visit [DrPepperSnapple.com](http://DrPepperSnapple.com). For our latest news and updates, follow us at [Facebook.com/DrPepperSnapple](https://Facebook.com/DrPepperSnapple) or [Twitter.com/DrPepperSnapple](https://Twitter.com/DrPepperSnapple).

### **About Let's Play**

Let's Play is a community partnership led by Dr Pepper Snapple Group (NYSE: DPS) to get kids and families active nationwide. The first Let's Play initiative is a \$15 million, three-year commitment to KaBOOM!, the national non-profit that's saving play. Together, through Let's Play, DPS and KaBOOM! will build or fix up 2,000 playgrounds by the end of 2013, benefiting an estimated five million children across North America. For more information, visit [LetsPlay.com](http://LetsPlay.com) or [Facebook.com/LetsPlay](https://Facebook.com/LetsPlay).

### **About KaBOOM!**

KaBOOM! is the national non-profit dedicated to saving play. Children today spend less time playing outdoors than any previous generation, a fact that is having disastrous consequences on their health, achievement levels, and overall well-being. To fight this play deficit, social entrepreneur Darell Hammond founded non-profit KaBOOM! in 1996 in Washington, D.C. with a vision of creating a great place to play within walking distance of every child in America. Since then, KaBOOM! has mapped over 89,000 places to play, built more than 2,000 playgrounds, and successfully advocated for play policies in hundreds of cities across the country. KaBOOM! also provides communities with online tools to self-organize and take action to support play on both a local and national level. Hammond chronicles the founding of the organization and the importance of the cause of play in his *The New York Times* Best Seller [KaBOOM!: How One Man Built a Movement to Save Play](#). The book details how businesses and communities can work together to save play for children across the country. All author proceeds support KaBOOM!. Headquartered in Washington, D.C., KaBOOM! also has offices in Chicago and San Mateo, Calif. For more information, visit [www.kaboom.org](http://www.kaboom.org).

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